Rep Order# 6864118 EC'd Yes

Ver# 9

Printed: 10/24/2012 11:32 AM

Last Received: 10/21/2012 3:30 PM

Showing Buylines: All Lines

Station Wi Advertiser Product Estimate# Buyer Phone# Fax# WISH-TV INDIANAPOLIS, IN er ( ). COOP OF AM. PHYSICI COOP OF AMERICAN 645 KAREN BENCKINI Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency ( ( ) MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 10/17/2012 - 10/23/2012 Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# ) PHILADELPHIA ) KATE BRADY 215-567-6005 215-567-5938

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-- CONTRACT COMMENT --

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描	Η	TH	W	W-F	W-F	W-F	W-F	M-F	W-F	W-F	W-F	W-F	W-F	Day
10P-11P	9P-10P	9P-10P	10P-11P	5A-530A	1135P- 1235A	11P-1135P NEWS	730P-8P	7P-730P	530P-6P	4P-5P	1230P-2P	12P-1230P NEWS	11A-12P	Time
BLUE BLOODS	CSI NY	PERSON OF INTEREST	CSI	NEWS	DAVID LETTERMAN	P NEWS	E. T.	INSIDE EDITION	NEWS	ANDERSON	SOAPS	P NEWS	PRICE IS RIGHT	Program
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len
\$3,500.00	\$1,600.00	\$4,000.00	\$3,000.00	\$250.00	\$500.00	\$1,500.00	\$900.00	\$850.00	\$900.00	\$300.00	\$750.00	\$900.00	\$750.00	Rate
10/19-10/19	10/19-10/19	10/18-10/18	10/17-10/17	10/17-10/19	10/17-10/19	10/17-10/19	10/17-10/19	10/17-10/19	10/17-10/19	10/17-10/19	10/17-10/19	10/17-10/19	10/17-10/19	Dates
0	н	1	ш	ω	Ø	ω.	ω	ω	ω	ω	ω	ω	ω	Spots/Week
0	щ	щ	ш	Н	H	щ	H	ш	щ	щ	Н	Н	Н	# of Weeks
0	ы	Н	н	ω	Ø	ω	ω	ω	ω	ω	ω	ω	ω .	Total Spots
\$0.00	\$1,600.00	\$4,000.00	\$3,000.00	\$750.00	\$3,000.00	\$4,500.00	\$2,700.00	\$2,550.00	\$2,700.00	\$900.00	\$2,250.00	\$2,700.00	\$2,250.00	Total Cost
														Daypart

1 of 4

2 of	
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Daypart

Rep Order# 6864118 EC'd Yes Ver# 9 Mod# 2 Status Confirmed Traffic Order# 214785 

(.)	N	N	N	N)	N)	N)	N	N	N	N	LJ.	Ш	L	Ш	L	;		Station Advertiser Product Estimate# Buyer Phone#
30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	ļ	Ln	`. ₹
M-TU	M-TU	M-TU	M-TU	M-TU	M-TU	M-TU	US	US	SU ( Buyline	ПS	បន	US	SA	SA	SA		Day	ISH-TV INDIANAP ( ).COOP OF A COOP OF AMERIC, 645 KAREN BENCKINI
730P-8P	7P-730P	530P-6P	4P-5P	1230P-2P	12P-1230P	11A-12P	8P-9P	7P-8P	6P-630P ne Comment:	1P-4P	9A-1030A	8A-9A	10P-11P	9P-10P	7P-8P		Time	WISH-TV INDIANAPOLIS, IN OUT OF AM. PHYSICI COOP OF AMERICAN 645 KAREN BENCKINI
E.T.	INSIDE EDITION	NEWS	ANDERSON	SOAPS	P NEWS	PRICE IS RIGHT	AMAZING RACE	60 MINUTES	NEWS: N/A DUE PGM CHANGE	COLTS/BEARS	CBS SUN MORN	NEWS	48 HOURS	CRIMETIME	ET WEEKEND		Program	HYSICI
···	 	<del>;</del> ,	 	;;	<i>;</i> ;	;;	;;	;;	:30	ï.	ï,	ï	ï,	ï.	<i>i</i> :	<u> </u>	Le	Agency ( ) MENTZER MI 600 FAIRMONT AVE, TOWSON, MD 21286 Agency C/P1/P2/E //645 Flight Dates 10/17/2012 - Hiatus Weeks
:30	: 30	: 30	:30	:30	:30	:30	: 30	:30	30	:30	:30	:30	:30	:30	:30	1	Len	ENTZEI MONT A MD 21 //645
\$900.00	\$850.00	\$900.00	\$300.00	\$750.00	\$900.00	\$750.00	\$4,000.00	\$5,000.00	\$800.00	\$20,000.00	\$1,500.00	\$350.00	\$1,000.00	\$1,000.00	\$400.00	! ! ! !	Rate	( ) MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 TP1/P2/E //645 es 10/17/2012 - 10/23/2012 seks
10/22-10/23	10/22-10/23	10/22-10/23	10/22-10/23	10/22-10/23	10/22-10/23	10/22-10/23	10/21-10/21	10/21-10/21	10/21-10/21	10/21-10/21	10/21-10/21	10/21-10/21	10/20-10/20	10/20-10/20	10/20-10/20	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Dates	2
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4	Ν.	2	2	2	2	2	ㅂ	Н	0	1	Н	2	Н	ы	2	! ! !	Total Spots	) PHILADELPHIA ) KATE BRADY # 215-567-6005 215-567-5938
\$3,600.00	\$1,700.00	\$1,800.00	\$600.00	\$1,500.00	\$1,800.00	\$1,500.00	\$4,000.00	\$5,000.00	\$0.00	\$20,000.00	\$1,500.00	\$700.00	\$1,000.00	\$1,000.00	\$800.00	 	Total Cost	РНІА DY 005 938

	EC'd Yes	Rep Order#
		6864118
		Ver#
		9
		Mod# 2
		Statu
		Status Confirmed
Sho		Traffic Order# 214785
howing Buylines: All	Last Received:	
VII Lines	10/21/2012 3:30 PM	Printed:
	12 3:30 PM	10/24/2012 11:32

10/24/2012 11:32 AM

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Daypart

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3 8	37	36	35	34	33	32	31	!	Ln	# 1	iser t
US	M Buyl	M Buyl	TU	M Buyl	M-TU	M-TU	M-TU	!!!!	Day	KAREN BENCKINI	ISH-TV INI ( ).CC COOP OF A
12P-1P	7P-8P Buyline Comment:	9P-11P ine Comment	8P-9P	10P-11P ine Comment	5A-530A	1135P- 1235A	11P-1135P	1	Time	NCKINI	WISH-TV INDIANAPOLIS, IN ( ).COOP OF AM. PHYSICI COOP OF AMERICAN 645
NFL TODAY	INSIDE/E.T. : MKGD FOR SUN 6-630P	9P-11P PRES DEBATE Buyline Comment: MKGD FOR MON 10-11P 10/22	NCIS	10P-11P HAWAII 5-0 Buyline Comment: N/A DUE PRES DEBATE	NEWS	LETTERMAN	LATE NEWS		Program		IN HYSICI
		10/22								Flight Dates Hiatus Weeks	Agency ( ) 600 FAI TOWSO
:30	:30	:30	:30	:30	:30	:30	:30		Len		( ) MENTZER MI 600 FAIRMONT AVE, TOWSON, MD 21286 P1/P2/F //645
\$3,500.00	\$800.00	\$4,000.00	\$6,000.00	\$4,000.00	\$250.00	\$500.00	\$1,500.00	1 1 1 1	Rate	10/17/2012 - 10/23/2012	( ) MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 P1/P2/F //645
10/21-10/21	10/22-10/22	10/22-10/22	10/23-10/23	10/22-10/22	10/22-10/23	10/22-10/23	10/22-10/23	1 1 1 1 1 1	Dates	Я	
ı	Д	П	₽	0	N	4.	20	-	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office Salesperson
ш	Н	₽	ш	0	Ъ	Н	⊢		# of Weeks	Phone# FAX#	
⊣	H	Н	н	0	2	.4	2	!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!	Total Spots	215-567-6005 215-567-5938	PHILADELPHIA KATE BRADY
\$3,500.00	\$800.00	\$4,000.00	\$6,000.00	\$0.00	\$500.00	\$2,000.00	\$3,000.00	1 1 1 1	Total Cost	6005 5938	РНІА ДУ

## --- REPORT TOTALS---

Report Totals: 74 / \$99,200.00

# ---SALES MONTHLY TOTALS---

Lines not sent/rcld/rtrn: 0 / \$0.00 Sales Totals: 74 / \$99,200.00 Station Totals: 74 / \$99,200.00 Oct 12: 74 / \$99,200.00

---COMPETITIVE---Market Totals \$99,200 CABL %

YUNW %

HSIW

100%

WRTV

%

WTHR 0%

Advertiser Product Station Buyer Rep Order# 6864118 EC'd Yes Phone# Estimate# WISH-TV INDIANAPOLIS, IN ser ( ). COOP OF AM. PHYSICI COOP OF AMERICAN 645 KAREN BENCKINI Ver# 9 Mod# 2 Status Confirmed Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency ( ( ) MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 Traffic Order# 214785 10/17/2012 - 10/23/2012 //645 Showing Buylines: All Lines Last Received: 10/21/2012 3:30 PM Printed: Rep Firm
Sales Office ( ...
Salesperson ( Salesperson Phone# Salesperson FAX# 10/24/2012 11:32 AM ) PHILADELPHIA ) KATE BRADY 215-567-6005 215-567-5938

VTTV % MXIN %

-- CREDIT RISK --

Books

null RA35+

Demos

COMP TO FOLLOW

---COMPETITIVE COMMENTS---

Fax#

CASH IN ADVANCE

4 of 4

Station Alt Order #: WISH WISH WISH WISH WISH WISH WISH	Advertiser Product  06864118 POL/Coop of AM Physic COOP OF AME	12-10/23/12         Estim Order Inventory Descript Time Period         645       Daybreak @ 5am       5-530a         645       Price Is Right       1058-12p         645       Noon News       1158a-1230p         645       Soap Rotator       1227-2p			Date 10/17/12 10/17/12 10/17/12 10/17/12	Air Time Inv. Code (Placed*) 5:18:50 AM Daybreak @ 5am 10:58:26 AM Price is Right 12:11:19 PM Noon News 12:28:26 PM Y&R	Rate   Ad-ID   \$250.00   \$750.00   \$750.00   \$750.00	Priority P3
HSIM	POL/Coop of AM Physic COOP OF AME645 POL/Coop of AM Physic COOP OF AME645	Soap Rotator Anderson Cooper	1227-2p 357-5p	:30	10/17/12 10/17/12	12:28:26 PM Y&R 4:20:18 PM M-F 4p-5p	\$750.00 \$300.00	P3
HSIW	POL/Coop of AM Physic COOP OF AME645	News 8 @ 530p	530-6p 658-730n	:: :: 0	10/17/12 10/17/12	5:45:17 PM News 8 @530 7:21:12 PM M-F 7-730n	\$900.00 \$850.00	P P2
HSIW	POL/Coop of AM Physic COOP OF AM:645	Entertainment Tonight	728-8p	:30	10/17/12	7:40:10 PM M-F 730-8p	\$900.00	P2
WISH	POL/Coop of AM Physic COOP OF AME645	Wednesday 10-11p	958-11p	:30	10/17/12	10:14:34 PM Wed Hour 3	\$3,000.00	P2
WISH	POL/Coop of AM Physic COOP OF AME645	News 8 @ 11 M-F	11-1135p	:30	10/17/12	11:22:55 PM LN M-F	\$1,500.00	P2
HSIM	POL/Coop of AM Physic COOP OF AMI 645	David Letterman	1135p-1237a	:30	10/17/12	11:47:00 PM David Letterman	\$500.00	P3
WISH HSIW	POL/Coop of AM Physic COOP OF AME645	David Letterman	1135p-1237a	:: :::	10/17/12	12:25:15 XM David Letterman	\$500.00 \$500.00	<u> </u>
WISH	POL/Coop of AM Physic COOP OF AME645	Price Is Right	1058-12p	:30	10/18/12	Price is Right	\$750.00	P :
WISH	POL/Coop of AM Physic COOP OF AME645	Anderson Cooper	357-5p	:30	10/18/12	M-F 4p-5p	\$300.00	P3
WISH HSIW	POL/Coop of AM Physic COOP OF AME645	Inside Edition Thursday 9-10n	658-730p 858-10n	:: :::	10/18/12	M-F 7-730p	\$850.00 \$4,000.00	P2
HSIW	POL/Coop of AM Physic COOP OF AMI 645	Noon News	1158a-1230p	:30	10/18/12	Noon News	\$900.00	P. 1
HSIM	POL/Coop of AM Physic COOP OF AMI 645	Entertainment Tonight	728-8p 5-530a	: :: ::	10/18/12 10/18/12	M-F 730-8p	\$900.00	P2
WISH	POL/Coop of AM Physic COOP OF AMI 645	Soap Rotator	1227-2p	:30	10/18/12	Daytime Afternoon	\$750.00	P. 7
HSIM	POL/Coop of AM Physic COOP OF AMI 645	News 8 @ 530p	530-6p	:30	10/18/12	News 8 @530	\$900.00	P2
HSIM	POL/Coop of AM Physic COOP OF AME645	David Letterman	11-1135p 1135p-1237a	:: ::	10/18/12	LN M-F David Letterman	\$1,500.00 \$500.00	P3 K
HSIM	POL/Coop of AM Physic COOP OF AME645	David Letterman	1135p-1237a	:30	10/19/12	David Letterman	\$500.00	<b>P</b> 3
HSIM	POL/Coop of AM Physic COOP OF AME 645	Daybreak @ 5am	5-530a	: :3 3	10/19/12	5:17:07 AM Daybreak WX Spo	\$250.00	P. P3
HSIW	POL/Coop of AM Physic COOP OF AMI 645	Noon News	1158a-1230p	:30	10/19/12	12:17:26 PM Noon News	\$900.00	<u> </u>
HSIM	POL/Coop of AM Physic COOP OF AMI 645	Soap Rotator	1227-2p	:30	10/19/12	1:29:11 PM Y&R	\$750.00	P1
WISH	POL/Coop of AM Physic COOP OF AMI 645	Anderson Cooper	357-5p	30	10/19/12	4:09:09 PM M-F 4p-5p	\$300.00	3 P3
HSIW	POL/Coop of AM Physic COOP OF AMI 645	Inside Edition	530-6p 658-730p	:: :: ::	10/19/12	5:33:28 PM News 8 @530 7:13:58 PM M-F 7-730n	\$850.00	P 72
WISH	POL/Coop of AM Physic COOP OF AMI 645	Entertainment Tonight	728-8p	:30	10/19/12	7:45:45 PM M-F 730-8p	\$900.00	P2
HSIM	POL/Coop of AM Physic COOP OF AME645	Friday 9-10p	858-10p	:30	10/19/12	9:40:28 PM Fri Hour 2	\$1,600.00	P3
WISH	POL/Coop of AM Physic COOP OF AME645	Friday 10-11p	958-11p	30	10/19/12	10:14:34 PM Fri Hour 3	\$3,500.00	P3
HSIM	POL/Coop of AM Physic COOP OF AMI 645	News 8 @ 11 M-F	11-1135p 1135p-1237a	: :: ::	10/19/12	11:32:46 PM LN M-F	\$1,500.00 \$500.00	P2
HSIW	POL/Coop of AM Physic COOP OF AMI 645	Saturday 9-10p	858-10p	:30	10/20/12	Sat Hour 2	\$1,000.00	P3
WISH	POL/Coop of AM Physic COOP OF AMI 645	Saturday 10-11p	958-11p	:30	10/20/12	Sat Hour 3	\$1,000.00	P3
WISH HSIW	POL/Coop of AM Physic COOP OF AMI645	ET Weekend	658-8p	: :: 80	10/20/12	Sat 7p-8p	\$400.00	3 B
HSIW	POL/Coop of AM Physic COOP OF AMI 645	Sunday 7-8n	658-8n	္ပဲ င် ဝ	10/20/12	Sin Hour 1	\$5,000,00	p 73
HSIW	POL/Coop of AM Physic COOP OF AMI 645	Colts Football	(1:00:00 PM-4:00	:30	10/21/12	Colts Football	\$20,000.00	P2
HSIM	POL/Coop of AM Physic COOP OF AMI 645	News 8 Weekend/Sunday	_	:30	10/21/12	News 8 Weekend/S	\$800.00	P1
HSIW	POL/Coop of AM Physic COOP OF AMF645	CBS Sunday Morning  Daybreak Sunday	(8:00:00 AM-9:0)	 	10/21/12	CBS Sunday Morni	\$1,500.00 \$350.00	D 71
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WIDE DRBIT

[Filtered by: ] [Sorted by: Alt Order #]

	\$99 200 00	The second secon					
明子 からない いかいこう	\$99.200.00						
P2	\$900.00	M-F 730-8p	10/23/12	728-8p :30	Entertainment Tonight	POL/Coop of AM Physic COOP OF AME645	WISH
P2	\$1,500.00	LN M-F	10/23/12	11-1135p :30	News 8 @ 11 M-F	POL/Coop of AM Physic COOP OF AME645	HSIM
Р1	\$750.00	Price is Right	10/23/12	1058-12p :30	Price Is Right	POL/Coop of AM Physic COOP OF AME645	WISH
P3	\$500.00	David Letterman	10/23/12	1135p-1237a :30	David Letterman	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$900.00	M-F 730-8p	10/23/12	728-8p :30	Entertainment Tonight	POL/Coop of AM Physic COOP OF AMI 645	HSIW
P3	\$500.00	David Letterman	10/23/12	1135p-1237a :30	David Letterman	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P3	\$250.00	Daybreak @ 5am	10/23/12	5-530a :30	Daybreak @ 5am	POL/Coop of AM Physic COOP OF AME 645	HSIM
P1	\$900.00	Noon News	10/23/12	1158a-1230p :30	Noon News	POL/Coop of AM Physic COOP OF AME 645	HSIM
P2	\$900.00	News 8 @530	10/23/12	530-6p :30	News 8 @ 530p	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$850.00	M-F 7-730p	10/23/12	658-730p :30	Inside Edition	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$6,000.00	Tue Hour 1	10/23/12	758-9p :30	Tuesday 8-9p	POL/Coop of AM Physic COOP OF AMI 645	HSIM
Р1	\$750.00	Daytime Afternoon	10/23/12	1227-2p :30	Soap Rotator	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P3	\$300.00	M-F 4p-5p	10/23/12	357-5p :30	Anderson Cooper	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$900.00	News 8 @530	10/22/12	530-6p :30	News 8 @ 530p	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$4,000.00	Mon Hour 3	10/22/12	958-11p :30	Monday 10-11p	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P1	\$750.00	Daytime Afternoon	10/22/12	1227-2p :30	Soap Rotator	POL/Coop of AM Physic COOP OF AME 645	HSIM
P1	\$900.00	Noon News	10/22/12	1158a-1230p :30	Noon News	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P3	\$300.00	M-F 4p-5p	10/22/12	357-5p :30	Anderson Cooper	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$850.00	M-F 7-730p	10/22/12	658-730p :30	Inside Edition	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$900.00	M-F 730-8p	10/22/12	728-8p :30	Entertainment Tonight	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P2	\$900.00	M-F 730-8p	10/22/12	728-8p :30	Entertainment Tonight	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P3	\$500.00	David Letterman	10/22/12	1135p-1237a :30	David Letterman	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P1	\$750.00	Price is Right	10/22/12	1058-12p :30	Price Is Right	POL/Coop of AM Physic COOP OF AMI 645	HSIM
P3	\$500.00	David Letterman	10/22/12	1135p-1237a :30	David Letterman	POL/Coop of AM Physic COOP OF AMI 645	WISH
P3	\$250.00	Daybreak @ 5am	10/22/12	5-530a :30	Daybreak @ 5am	POL/Coop of AM Physic COOP OF AMI 645	HSIW
. P2	\$1,500.00	LN M-F	10/22/12	11-1135p :30	News 8 @ 11 M-F	POL/Coop of AM Physic COOP OF AMI 645	HSIW
P2	\$4,000.00	Sun Hour 2	10/21/12	758-9p :30	Sunday 8-9p	POL/Coop of AM Physic COOP OF AME645	HSIW
P2	\$350.00	Daybreak Sunday	10/21/12	(8:00:00 AM-9:0( :30	Daybreak Sunday	POL/Coop of AM Physic COOP OF AME 645	HSIW
						: 06864118	Alt Order #:
) Priority	Rate Ad-ID	ime Inv. Code (Placed)	Date Air Time	Time Period Length	Estim Order Inventory Descript Time Period	Advertiser Product Estim	Station
					101101		0000

NAB Form PB-17 Issues

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location: VISH — T	/		Da /	te: 0/15/12
Duit Crill	st station time conce	erning the f	following issue:		
Cooperative of A	American Physicían	S			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	10/	17-23		
Total Char	ges: \$ C	79,20	50) gro	SS .	
This broadcast	time will be used by	y: Coopera	ative of America	an Physicians	
Does the ) message i	orogramming relating to any	(in who	le or in par al matter o	t) communicat f national impo	re "a ortance?"
Copyright © 2011 by		roadcasters. M	ay Not Be Copied, Rep 1	roduced, or Further Distribute	d.

TO BE SIGNED BY STĂTION REPRESENTATIVE

\_\_\_ Accepted

☐ Rejected

Signature

Printed Name

Title

Copyright is 2011 by the National Americation of Branderfuers. May Not Be Copied, Reproduced, or Further Distributed.



Remit Address:

90359 Collections Center Drive **HSIM** Chicago, IL 60693

Main: (317) 923-8888 Billing: (317) 923-8888

## NVOICE

Estimate Number | 645 Advertiser Product POL/Coop of AM Physicians COOP OF AMERICAN

Station WISH  Account Executive Petry Philadelphia  Sales Office Petry/Philadelphia  Sales Region National		
ecutive	National	Sales Region
Station WISH Account Executive Petry Philadelphia	Petry/Philadelphia	Sales Office
	Petry Philadelphia	Account Executive
	WISH	Station

Invoice #	214785-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/23/12

Page 1 of 6

1		
0	National	Sales Region
	Petry/Philadelphia	Sales Office
7	Account Executive Petry Philadelphia	Account Executive
	WISH	Station

Do Not Mail	Special Handling
Cash	Billing Type
Broadcast	Billing Calendar

Suite 306

Towson, MD 21286

Attention: Accounts Payable 600 Fairmount Avenue

Mentzer Media Services

Billing Address:

IDB#	1021
Advertiser Code	
Product Code	

Advertiser Ref	Agency Ref	
	IN2570/SP271/TO1326/A	

	6					5					4					ω					2					_	Line
HSIM HSIM HSIM	WISH	VICH	HSIM	HSIM		WISH	HSIM	WISH	MSH		WISH	MSH	HSIM	MSH		HSIM	MSH	HSIW	MSH		HSIW	MSH	MSH	Wish	)	HSIM	Channel
	Inside Edition					News 8 @ 530p					Anderson Cooper					Soap Rotator					Noon News					Price Is Right	M Description
	658-730p					530-6p					357-5p					1227-2p					1158a-1230p					1058-12p	Time
Th		П	ᄀ	8	10/15/		711	Th	8	10/15/		П	井	8	10/15/		П	Τh	8	10/15/		П	ᆉ	Τ̈́	10/15/		Day
W 10/17/12 W 10/17/12 Th 10/18/12 F 10/19/12	to	10/19/12	10/18/12	10/17/12	10/15/12 to 10/21/12	to	10/19/12	10/18/12	10/17/12	10/15/12 to 10/21/12	б	10/19/12	10/18/12	10/17/12	10/15/12 to 10/21/12	ð	10/19/12	10/18/12	10/17/12	10/15/12 to 10/21/12	ō	10/19/12	10/18/12	10/18/12	10/15/12 to 10/21/12	to	Date
:30 :30 :30	)	:30	:30	:30	3x		:30	:30	:30	3x		:30	:30	:30	3x		:30	:30	:30	3x		:30	:30	:30	3x		Length
7:26 PM 7:22 PM 7:21 PM		5:37 PM	5:52 PM	5:45 PM	WTF		4:21 PM	4:26 PM	4:30 PM	WTF		1:29 PM	12:29 PM	12:29 PM	WTF		12:23 PM	12:22 PM	12:16 PM	WTF		10:59 AM	12:00 PM	10:59 AM	WTF		Length Aired Days
2012boc001 2012boc001 2012boc001		2012boc001	2012boc001	2012boc001			2012boc001	2012boc001	2012boc001			2012boc001	2012boc001	2012DOC001			2012boc001	2012boc001	2012DOC001			2012DOC001	2012boc001	2012boc001			Ad-ID
\$850.00 \$850.00 \$850.00		\$900.00	\$900.00	\$900.00			\$300.00	\$300.00	\$300.00			\$750.00	\$750.00	\$750.0			\$900.00	\$900.00	\$900.00			\$750.00	\$750.00	\$750.00			Rate
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Subject to our standard terms and conditions located at www.linmedia.com/multiplatform-ad-solutions.



Remit Address: WISH

90359 Collections Center Drive Chicago, IL 60693
Main: (317) 923-8888

Main: (317) 923-8888 Billing: (317) 923-8888

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		_
Estimate Number   645	roduct	Advertiser
mher		
<u>.</u>		
645	COOP OF AMERICAN	POL/Coop of AM Physicians

Invoice #	214785-1
 Invoice Date	10/28/12
 Invoice Month	October 2012
Invoice Period	10/01/12 - 10/23/12

Page 2 of 6

Sales Region	Sales Office	Account Executive   Petry Philadelphia	Station
National	Petry/Philadelphia	Petry Philadelphia	WISH

L	Order#	214785
	Alt Order#	06864118
	Deal #	
	Order Flight	10/17/12 - 10/23/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	Do Not Mail

Suite 306

Towson, MD 21286

Attention: Accounts Payable 600 Fairmount Avenue

**Mentzer Media Services** 

Billing Address:

لسا		
Product Code	Advertiser Code	IDB#
		1021

Advertiser Ref	Agency Ref	
	IN2570/SP271/TO1326/A	

13	12	<b>±</b>	10	9 8 7	Line
HSIM HSIM	HSIW HSIW	HSIM HSIM HSIM HSIM	HSIM HSIM HSIM HSIM HSIM HSIM HSIM HSIM	H SIM	Channe
Friday 9-10p	Thursday 9-10p	Wednesday 10-11p	Daybreak @ 5am	Entertainment Tonight  News 8 @ 11 M-F  David Letterman	Channel Description
858-10p	858-10p	958-11p	5-530a	728-8p 11-1135p 1135p-1237a	Time
10/15/ Th	10/15/ W	10/15/ W Th	10/15/ W Th Th	10/15/ W Th F 10/15/ W	Day
10/15/12 to 10/21/12 Th 10/18/12 to	10/15/12 to 10/21/12 W 10/17/12 to	10/15/12 to 10/21/12 W 10/17/12 Th 10/18/12 F 10/19/12	10/15/12 to 10/21/12 W 10/17/12 W 10/17/12 W 10/18/12 Th 10/18/12 Th 10/18/12 F 10/19/12 F 10/19/12	to 10/15/12 to 10/21/12 W 10/17/12 Th 10/19/12 Th 10/19/12 To 10/15/12 to 10/21/12 W 10/15/12 to 10/17/12 Th 10/18/12 Th 10/18/12 F 10/19/12	Date
:30	:30	:: :: :: :: :: :: :: :: :: :: :: :: ::	:30 :30 :30 :50 ex	33 33 33 33 33 33 33 33 33 33 33 33 33	Length
9:50 PM	10:36 PM	5:22 AM 5:22 AM 5:22 AM 5:22 AM	11:50 PM 12:32 AM 12:16 AM 12:35 AM 12:35 AM 11:48 PM 12:09 AM	WTF 7:42 PM 7:39 PM 7:48 PM 7:48 PM 11:27 PM 11:29 PM 11:10 PM	Length Aired Days
2012boc001	2012boc001	2012boc001 2012boc001 2012boc001	2012boc001 2012boc001 2012boc001 2012boc001 2012boc001 2012boc001	I  -	Ad-ID
\$4,000.00	\$3,000.00	\$250.00 \$250.00 \$250.00	\$500.00 \$500.00 \$500.00 \$500.00 \$500.00	\$900.00 \$900.00 \$900.00 1,500.00	Rate Reconciliation
		22 23 -2	<u>-4υνσω</u>	ω <b></b> ν	Ref#

Subject to our standard terms and conditions located at www.linmedia.com/multiplatform-ad-solutions.

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twieve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.



**WISH** Remit Address:

Chicago, IL 60693 90359 Collections Center Drive

Billing: (317) 923-8888 Main: (317) 923-8888

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1	
Advertiser	POL/Coop of AM Physicians
Product	COOP OF AMERICAN
Estimate Number   645	645

Invoice	645	timate Number   645
Invoice	COOP OF AMERICAN	oduct
Invoice	POL/Coop of AM Physicians	lvertiser

	Invoice #	214785-1
	Invoice Date	10/28/12
	Invoice Month	October 2012
	Invoice Period	10/01/12 - 10/23/12
	Order#	214785
	Alt Order#	06864118
	Deal#	

214785-1

Page 3 of 6

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Special Handling	Эе	ng Calendar	
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Do Not Mail	Cash	roadcast	
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Sales Office Sales Region

National

Order Flight

10/17/12 - 10/23/12

Petry/Philadelphia

Account Executive | Petry Philadelphia

Station

MSIM

Attention: Accounts Payable 600 Fairmount Avenue

Mentzer Media Services

Towson, MD 21286

Suite 306

Billing Address:

Product Code	Advertiser Code	IDB#
		1021

	_	1	-	ĺ
Advertiser Ref	Agency Ref		Product Code	
	IN2570/SP271/TO1326/A			

21			20			19				18			17			16				15				14			13	Line
HSIM	MSH		HSIM	HSIW		HSIM	HSIM	MSH		HSIM	HSIM		HSIM	HSIM		HSIM	MSH	MSIW		WISH	HSIM	HSIW		HSIW	HSIM		HSIW	Channel
News 8 Weekend/Sunday			Colts Football			<b>CBS Sunday Morning</b>				Daybreak Sunday			Saturday 10-11p			Saturday 9-10p				ET Weekend	NFL Today			Friday 10-11p			Friday 9-10p	Channel Description
558-7p			Colts Football			858-1030a				558-9a			958-11p			858-10p				658-8p	NFL Today			958-11p			858-10p	Time
	Su	10/15/1		Su	10/15/1		Su	Su	10/15/1		Sa	10/15/1		Sa	10/15/1		Sa	Sa	10/15/1		Su	F	10/15/1		П	10/15/1		Day
to	10/21/12	10/15/12 to 10/21/12	to	10/21/12	10/15/12 to 10/21/12	б	10/21/12	10/21/12	10/15/12 to 10/21/12	♂	10/20/12	10/15/12 to 10/21/12	ð	10/20/12	10/15/12 to 10/21/12	₽	10/20/12	10/20/12	10/15/12 to 10/21/12	to	10/21/12	10/19/12	10/15/12 to 10/21/12	to	10/19/12	10/15/12 to 10/21/12	to	Date
	:30	1x		:30	1x		:30	:30	2x		:30	1x		:30	1×		:30	:30	2x		:30	:00	×		:30	1×		Length
	3:18 PM	S		9:09 AM	S		8:39 AM	8:08 AM	S		9:59 PM	S-		8:59 PM	S-		7:55 PM	7:36 PM	S-		12:57 PM		1 1 1 1 1 1 1 1		9:47 PM	F		Length Aired Days
	2012D0C001			201200C001			2012boc001	2012b0C001			2012D0C001			2012boc001			2012boc001	201200C001			2012DOC001				201200C001			Ad-ID
	\$20,000.00			\$1,500.00			\$350.00	\$350.00			\$1,000.00			\$1,000.00			\$400.00	\$400.00			\$3,500.00 MG for 14.1 10/19	\$3,500.00 See MG 14.2			\$1,600.00			Rate Reconciliation
				1			2	-1									_	2			2	1						Ref#

Subject to our standard terms and conditions located at www.linmedia.com/multiplatform-ad-solutions.

10/15/12 to 10/21/12



**HSIW** Remit Address:

90359 Collections Center Drive Main: (317) 923-8888 Chicago, IL 60693

Billing: (317) 923-8888

Estimate Number   645	Product	Advertiser
645	COOP OF AMERICAN	POL/Coop of AM Physicians

Invoice Date Invoice #

10/01/12 - 10/23/12 October 2012 10/28/12 214785-1

	_		
Deal #		Petry/Philadelphia	Sales Office
Alt Order#		Account Executive Petry Philadelphia	Account Executive
Order#		WISH	Station
Invoice Period		645	Estimate Number   645
Invoice Month		COOP OF AMERICAN	Product

Order Flight	Deal #	Alt Order #	Order#
10/17/12 - 10/23/12		06864118	214785

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	Do Not Mail

Sales Region

National

600 Fairmount Avenue Attention: Accounts Payable

Mentzer Media Services

Billing Address:

Towson, MD 21286

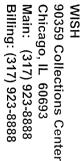
Suite 306

P	A	=
Product Code	Advertiser Code	IDB#
		1021

	Advertiser Ref
IN2570/SP271/TO1326/A	Agency Ref
	Product Code

	28				27				26				25				24			23			22			21	Line
HSIM	HSIM	HSIW	HSIM		HSIM	MSIM	HSIM		HSIM	HSIM	HSIM		HSIM	HSIM	<b>HSIW</b>		HSIM	HSIM		HSIM	HSIM		WISH	<b>HSIM</b>	HSIW	HSIW	Channel
	News 8 @ 530p				Anderson Cooper				Soap Rotator				Noon News				Price Is Right			Sunday 8-9p			Sunday 7-8p	ET/Inside Edition		News 8 Weekend/Sunday	el Description
	530-6p				357-5p				1227-2p				1158a-1230p				1058-12p			758-9p			658-8p	658-8p		558-7p	Time
10/22/1 M Tu		Tu	≤	10/22/1		Tu	Z	10/22/1		Tu	≤	10/22/1		Tu	≤	10/22/1		Su	10/15/1		Su	10/15/1		≤	Su		Day
10/22/12 to 10/28/12 M 10/22/12 Tu 10/23/12	to	10/23/12	10/22/12	10/22/12 to 10/28/12	ťo	10/23/12	10/22/12	10/22/12 to 10/28/12	ð	10/23/12	10/22/12	10/22/12 to 10/28/12	to	10/23/12	10/22/12	10/22/12 to 10/28/12	to	10/21/12	10/15/12 to 10/21/12	to	10/21/12	10/15/12 to 10/21/12	to	10/22/12	10/21/12	to	Date
2x :30 :30		:30	:30	2x		:30	:30	2x		:30	:30	2x		:30	:30	2 <sub>x</sub>		:30	1x		:30	1×		:30	:00		Length
MT 5:45 PM 5:38 PM		4:56 PM	4:29 PM	MT		12:58 PM	12:56 PM	MT		12:23 PM	12:14 PM	MT		11:30 AM	10:59 AM	MT		9:32 PM	S		8:34 PM	S		7:11 PM			Length   Aired Days
2012boc001 2012boc001		2012boc001	2012DOC001			2012Doc001	2012boc001			2012boc001	2012boc001			2012boc001	2012D0C001			2012boc001			2012boc001			2012boc001			Ad-ID
\$900.00 \$900.00		\$300.00	\$300.00			\$750.00	\$750.00			\$900.00	\$900.00			\$750.00	\$750.00			\$4,000.00			\$5,000.00			\$800.00 MG for 21.1 10/21	\$800.00 See MG 21.2		Rate Reconciliation
12		2		-			2				2				2			_						2	4		Ref#

Subject to our standard terms and conditions located at www.linmedia.com/multiplatform-ad-solutions.



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Advertiser	POL/Coop of AM Physicians
Product	COOP OF AMERICAN
Estimate Number   645	645

AMERICAN	Invoice Month	October 2012
	Invoice Period	10/01/12 - 10/23/12

Invoice Date Invoice #

10/28/12 214785-1

Page 5 of 6

nt Executive Office Region	Station	WISH
	Account Executive	Petry Philadelphia
	Sales Office	Petry/Philadelphia
	Sales Region	National

Order# Alt Order#	214785
 Alt Order#	0686
Deal #	
Order Flight	10/17/12 - 10/23/12

 Do Not Mail	Special Handling
Cash	Billing Type
Broadcast	Billing Calendar

Suite 306

Towson, MD 21286

600 Fairmount Avenue

**Attention: Accounts Payable Mentzer Media Services**  Billing Address:

IDB#	1021
Advertiser Code	
Product Code	

Product Code	
Agency Ref	IN2570/SP271/TO1326/A
Advertiser Ref	

35			34				33						32				31						30				29	Line
HSIW	HSIM		HSIM	HSIW	HSIM		HSIM	HSIM	HSIM	HSIM	MSIM		WISH	HSIM	HSIM		HSIM	HSIM	MISH	WISH	MISH		WISH	HSIM	MISH		HSIW	Channel
Tuesday 8-9p	Prime Rotator		Monday 10-11p				Daybreak @ 5am						David Letterman				News 8 @ 11 M-F						Entertainment Tonight				Inside Edition	Channel Description
758-9p	M 9-11p		958-11p				5-530a						1135p-1237a				11-1135p						728-8p				658-730p	Time
	≥≥	10/22/1		겁	Ζ	10/22/1		ď	ď	Ζ	Ζ	10/22/1		Tu	Ζ	10/22/1		급	Tu	Ζ	Ζ	10/22/1		급	Ζ	10/22/1		Day
ťo	10/22/12 10/22/12	10/22/12 to 10/28/12	б	10/23/12	10/22/12	10/22/12 to 10/28/12	ф	10/23/12	10/23/12	10/22/12	10/22/12	10/22/12 to 10/28/12	₽	10/23/12	10/22/12	10/22/12 to 10/28/12	₽	10/23/12	10/23/12	10/22/12	10/22/12	10/22/12 to 10/28/12	₽	10/23/12	10/22/12	10/22/12 to 10/28/12	to	Date
	:00 :30	1×		:30	:30	2x		:30	:30	:30	:30	4x		:30	:30	2x		:30	:30	:30	:30	4x		:30	:30	2x		Length
	10:58 PM	M		5:11 AM	5:10 AM	MT		12:31 AM	11:59 PM	12:33 AM	11:48 PM	MT		11:33 PM	11:30 PM	MT		7:47 PM	7:40 PM	7:56 PM	7:41 PM	MT		7:12 PM	7:26 PM	MT		Length Aired Days
	2012boc001			2012boc001	2012D0C001			2012boc001	2012boc001	2012D0C001	2012D0C001			2012boc001	201200C001			2012boc001	2012DOC001	2012boc001	2012D0C001			2012boc001	2012DOC001			Ad-ID
	<i>\$4,000.00</i> See MG 34.2 \$4,000.00 MG for 34.1 10/22			\$250.00	\$250.00			\$500.00	\$500.00	\$500.00	\$500.00			\$1,500.00	\$1,500.00			\$900.00	\$900.00	\$900.00	\$900.00			\$850.00	\$850.00			Rate Reconciliation
	34.2 4.1 10/22 2			<b>→</b>	2			2	ω	_	4			_	2			4	2	ယ	1				2			iation Ref#

Subject to our standard terms and conditions located at www.linmedia.com/multiplatform-ad-solutions.

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10/22/12 to 10/28/12



Remit Address: WISH

90359 Collections Center Drive Chicago, IL 60693

Main: (317) 923-8888 Billing: (317) 923-8888

### NVOICE

Advertiser

POL/Coop of AM Physicians

Product

Estimate Number | 645

 Invoice #
 214785-1

 Invoice Date
 10/28/12

 Invoice Month
 October 2012

 Invoice Period
 10/01/12 - 10/23/12

Page 6 of 6

ì		
	National	Sales Region
	Petry/Philadelphia	Sales Office
	Petry Philadelphia	Account Executive Petry Philadelphia
	WISH	Station

Order Flight	Deal#	Alt Order#	Order#
10/17/12 - 10/23/12		06864118	214785

Γ		
_	Do Not Mail	Special Handling
_	Cash	Billing Type
_	Broadcast	Billing Calendar

Attention: Accounts Payable 600 Fairmount Avenue

**Mentzer Media Services** 

Billing Address:

Towson, MD 21286

Suite 306

Product Code.	Advertiser Code	IDB#
		1021

Advertiser Ref	Agency Ref	
	IN2570/SP271/TO1326/A	

Description	Time	Day [[	Date	Length	Aired Day	s Ad-ID	Rate	Reconciliation	Ref#
Tuesday 8-9p	758-9p	to							
		T.,	C1/22/12	OS	8.35 DN	301350001	000 J	00	_

Aired Spots

Line Channel Descri

74

<u>Gross Total</u> \$99,200.00

Agency Commission \$14,880.00

Net Amount Due

\$84,320.00 Payment Terms 30 Days